

BUDGET AWARENESS CAMPAIGN

Media Options

(As of Monday, November 30, 2009)

To support and complement the policy initiatives, and in order to maximize the Governor's time, here are some "yes or no" communications options for consideration.

Tuesday, December 1

Tape four videos focusing on:

- Budget overview
- K-12
- IHL
- PERS

(At least three other videos are planned – Medicaid; mental health; protect rainy day fund - no new taxes.)

Thursday, December 3

2 p.m., press conference to announce additional FY2010 budget cuts

Beyond

Op-ed in daily newspapers to be published on Sunday, Jan. 3, 2010 – Yes No

Real-time blog or e-mail session featuring Governor responding to questions from taxpayers, live – Yes No

Editorial board interviews with:

- Clarion-Ledger – Yes No
- Sun-Herald – Yes No
- NE Mississippi Daily Journal – Yes No

Sit down TV interviews with:

- WLOX – Yes No
- WLBT – Yes No
- WTVA – Yes No
- WTOK – Yes No

Call-in's or in-studio interviews with Gallo and Sid on Supertalk – Yes No

Google ads (These are in the works)

Letters to the editor from people who support various elements of the EBR – Yes No

Press conference to announce Education Study Commission – Yes No

Press conference with, for example, NFIB, MMA, Mississippi Center for Public Policy, on need to balance the budget; encourage others with proposals to come forward

Yes No

Press release on health insurance exchange – Yes No

Press release on “prudent governing” and the underlying EBR themes – Yes No

Fly-arounds for “town hall-type” meetings to coincide with editorial boards – Yes No

Press conferences with taxpayers who support the Governor’s proposals – Yes No